



Choose country from the dropdown list to customise view

Country ITALY

<p>71.9bn</p> <p>cigarettes consumed</p> <p> -0.5bn on 2017</p>	<p>4.0bn</p> <p>C&C cigarettes consumed</p> <p> 0.5bn on 2017</p>	<p>5.5%</p> <p>of total consumption was C&C</p> <p> 0.7%pts on 2017</p>	<p>€730m</p> <p>total tax revenue lost from C&C</p> <p> 90m on 2017</p>
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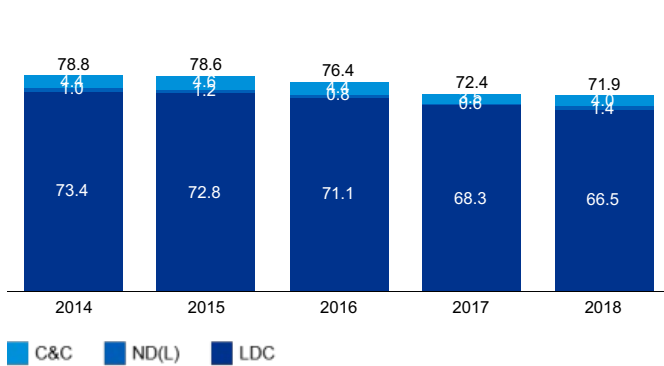
C&C returned to pre-2017 levels in 2018, with an estimated 5.5% of overall consumption.

A comparatively high proportion of Illicit Whites brands with no country specific labelling continued to be identified in Italy, with Regina remaining the largest brand.

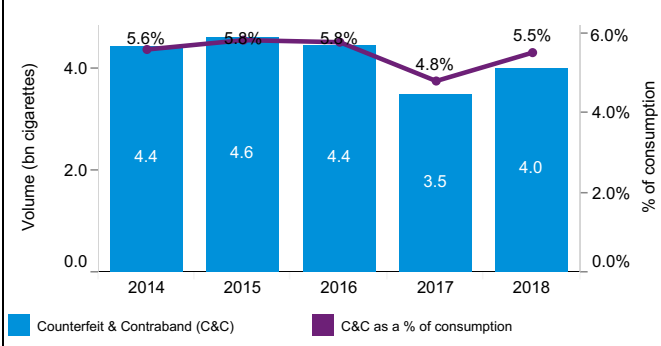
The region of Campania continued to have C&C levels over four times the national average, equating to 37% of the country's overall illicit cigarette consumption.

Total consumption declined as legal domestic consumption continued to fall more rapidly than non-domestic growth.

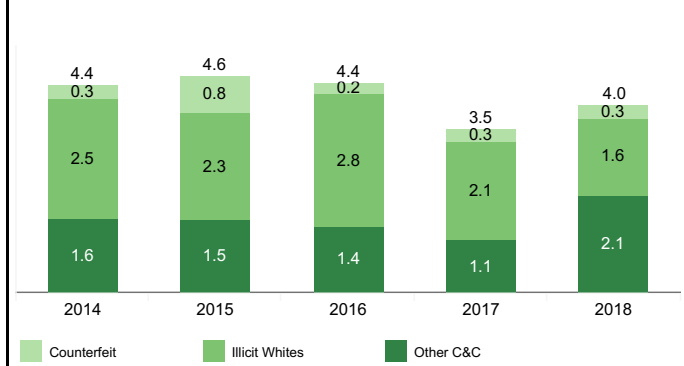
Total consumption, 2014-18 (bn cigarettes)



Manufactured cigarette C&C volumes and share of overall cigarette consumption, 2014-2018



C&C breakdown by type, 2014-2018 (bn cigarettes)



Sources: KPMG EU flows model 2014-2018; travel data taken from World Travel Organisation statistics



ITALY

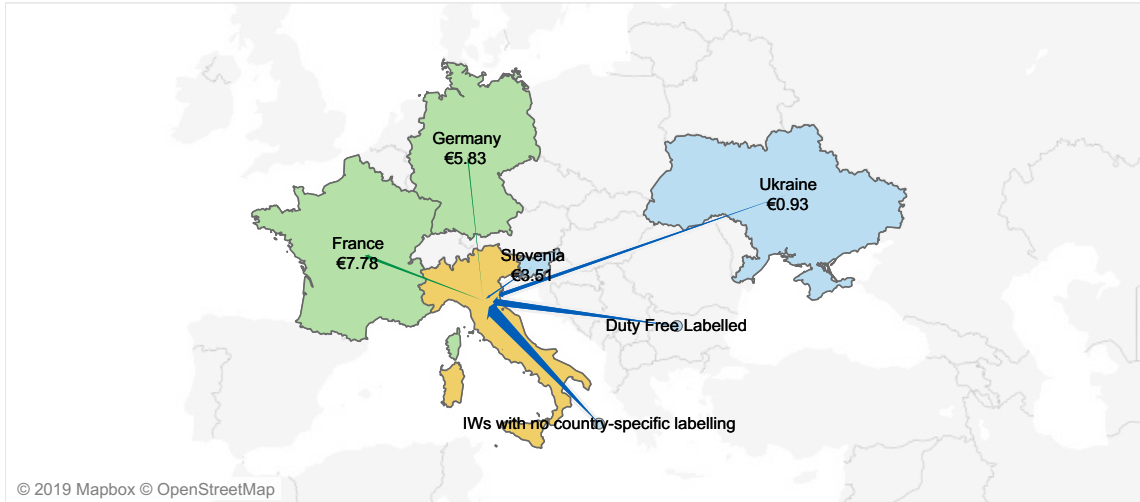
Hover here to view any country-specific adjustments

Choose country and flow type from the dropdown list to customise view

Country ITALY

Key Inflows and Outflows from ITALY, 2018 (bn cigarettes)

Weighted average price in ITALY: €4.76 (-0.42% change from 2017)



Map shows major flows. Countries which are both a source and a destination are coded according to the larger flow.

Flow Colours

- Inflow to Country of Study
- Outflow from Country of Study

Country Colours

- Country of Study
- Source
- Destination

Country label format:
Country Name
(Average price per pack)

Breakdown of Total Consumption, 2014-2018 (bn cigarettes)

	2014	2015	2016	2017	2018
Legal Domestic Sales (LDS)	74.44	73.82	72.05	69.33	67.46
Outflows	-1.08	-0.98	-0.91	-1.00	-0.97
Legal Domestic Consumption (LDC)	73.36	72.85	71.14	68.33	66.50
Non-Domestic Legal (ND(L))	0.99	1.16	0.83	0.59	1.40
Counterfeit & Contraband (C&C)	4.42	4.60	4.43	3.49	3.98
Total Non-Domestic	5.41	5.75	5.26	4.08	5.38
Total Consumption	78.76	78.60	76.41	72.40	71.88

Total inflows by country, 2014-2018 (bn cigarettes)

	2014	2015	2016	2017	2018
IWs with no country-specific labelling	2.27	1.67	2.47	1.39	1.60
Duty Free Labelled	0.86	0.68	0.40	0.41	0.77
Ukraine	0.12	0.32	0.99	0.46	0.44
Counterfeit	0.31	0.76	0.20	0.26	0.29
Slovenia	0.15	0.21	0.15	0.12	0.18
Other	1.70	2.11	1.05	1.45	2.09
Total Inflows	5.41	5.75	5.26	4.08	5.38

Total outflows by country, 2014-2018 (bn cigarettes)

	2014	2015	2016	2017	2018
France	-0.47	-0.33	-0.40	-0.35	-0.33
Germany	-0.08	-0.10	-0.10	-0.07	-0.16
Netherlands	-0.13	-0.13	-0.07	-0.17	-0.14
Switzerland	-0.12	-0.18	-0.11	-0.14	-0.10
UK	-0.04	-0.05	-0.05	-0.05	-0.03
Other	-0.24	-0.19	-0.18	-0.21	-0.20
Total Outflows	-1.08	-0.98	-0.91	-1.00	-0.97



Sources: KPMG EU flows model 2014-2018; travel data taken from World Travel Organisation statistics



ITALY

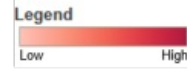
Hover here to view any country-specific adjustments

Select country and type to customise view

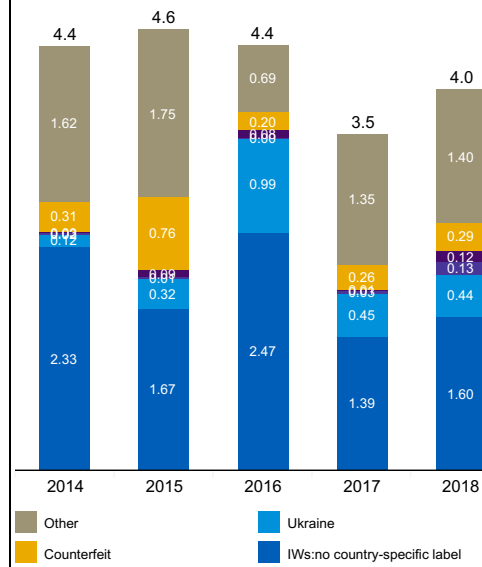
Country
ITALY

Type
C&C

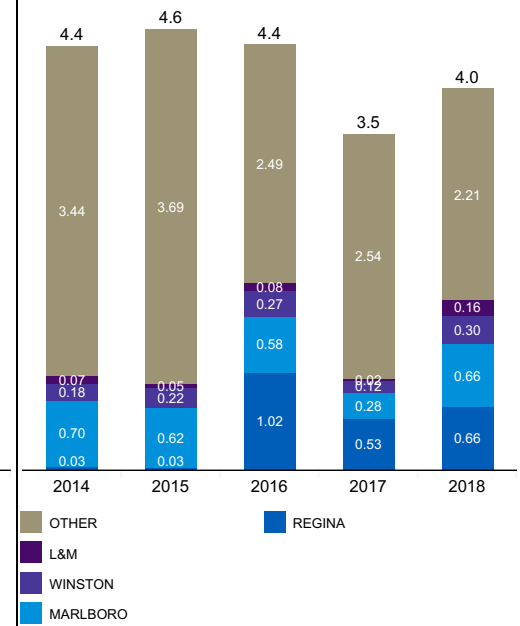
C&C% by region



C&C by country of origin, 2014-2018 (bn cigarettes)



C&C by brand, 2014-2018 (bn cigarettes)



Sources: KPMG EU flows model 2014-2018; travel data taken from World Travel Organisation statistics



ITALY

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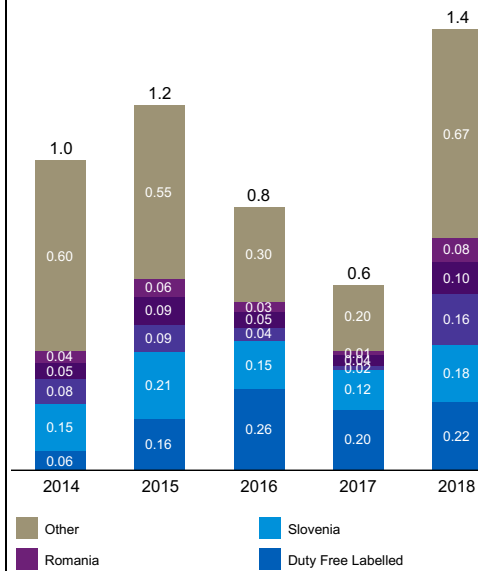
Country
ITALY

Type
ND(L)

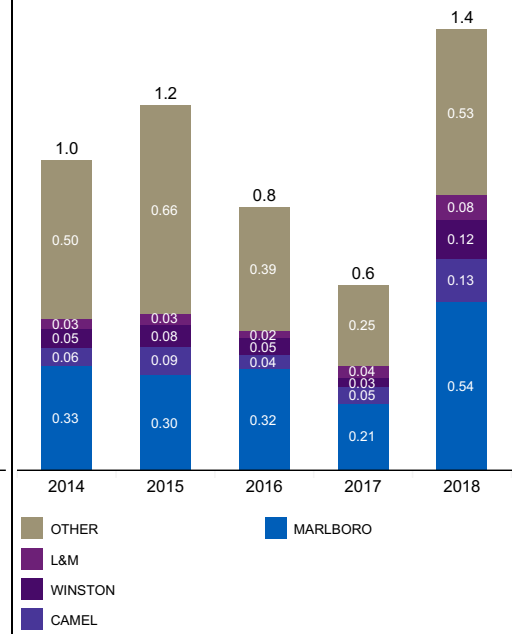
ND(L)% by region



ND(L) by country of origin, 2014-2018 (bn cigarettes)



ND(L) by brand, 2014-2018 (bn cigarettes)



Sources: KPMG EU flows model 2014-2018; travel data taken from World Travel Organisation statistics